

# ORDER

**KSNV**

**Orders**

**Order / Rev:** 107368

**Alt Order #:** 06860522

**Product Desc:** JOE HECK 4 CONGRESS

**Estimate:** 2797

**Flight Dates:** 10/03/12 - 10/16/12

**Original Date / Rev:** 10/09/12 / 10/09/12

**Order Type:** GENERAL

**Primary AE:** Amy McCreary

**Sales Office:** BLPHI

**Sales Region:** National

**Agency**

**Name:** Strategic Media Placement, Inc.

**Buying Contact:**

**Billing Contact:**

7669 Stagers Loop

Delaware, OH 43015

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Heck, Joe for Congress

**Demographic:** A35+

**Product Codes:** PLC02

**Priority:** SELECT PRIORITY CODE

**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**

**Order Separation:** 00:05:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	43	\$38,175.00	\$32,448.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$38,175.00	\$32,448.75	0.00
<b>Totals</b>	<b>43</b>	<b>\$38,175.00</b>	<b>\$32,448.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	34%	\$38,175.00
Market	100%	\$112,279.41

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$35,929.41
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$28,069.85
KTUD	1%	\$1,122.79
KVVU	4%	\$4,491.18
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$4,491.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/03/12	10/04/12	M-F 6-7a WakeUp w/Wagners	6-7a		-- WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- WT---			2			\$700.00		0.00			

Order / Rev: 107368  
 Alt Order #: 06860522  
 Flight Dates: 10/03/12 - 10/16/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2797

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/03/12	10/04/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WT---	2		\$700.00		0.00						
2	KSNV	10/08/12	10/10/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-W---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-W---	2		\$700.00		0.00						
3	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$700.00		0.00						
4	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	1		\$900.00		0.00						
5	KSNV	10/09/12	10/09/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$900.00		0.00						
6	KSNV	10/12/12	10/12/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$900.00		0.00						
7	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	1		\$900.00		0.00						
8	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3		\$1,200.00		0.00						
9	KSNV	10/08/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	MTW-F--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW-F--	4		\$1,200.00		0.00						
10	KSNV	10/15/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,200.00		0.00						
11	KSNV	10/04/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	2		\$1,300.00		0.00						
12	KSNV	10/09/12	10/12/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T--F--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T--F--	2		\$1,300.00		0.00						
13	KSNV	10/04/12	10/05/12		CM	730-758pm	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00

Order / Rev: 107368  
 Alt Order #: 06860522  
 Flight Dates: 10/03/12 - 10/16/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2797  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FacetoFace/Ralston Repc											
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	---TF--					2	\$900.00		0.00			
14	KSNV	10/08/12	10/12/12	FacetoFace/Ralston Repc	CM	730-758pm	M-W-F--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	M-W-F--					3	\$900.00		0.00			
15	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Repc	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$900.00		0.00			
16	KSNV	10/10/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--WT---					2	\$1,200.00		0.00			
17	KSNV	10/08/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WT---	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	M-WT---					3	\$1,200.00		0.00			
18	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
19	KSNV	10/06/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	2	\$700.00
				News 3 Sunrise SATURDAY											
150															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-					1	\$350.00		0.00			
Week: 10/08/12		10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
20	KSNV	10/03/12	10/07/12	Wake Up Early w/ Wagner	CM	430a-5a	--WT--S	:30	2	\$100.00	2	0.00	NM	2	\$200.00
				Wake Up Early Wagners											
EARLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--WT--S					2	\$100.00		0.00			
N21	KSNV	10/10/12	10/12/12	Today Show	CM	658a-9am	--WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--WTF--					2	\$900.00		0.00			
N22	KSNV	10/13/12	10/13/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				Vegas Inc.											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S-					1	\$375.00		0.00			
N23	KSNV	10/10/12	10/11/12	Wake Up Early w/ Wagner	CM	430a-5a	--WT---	:30	2	\$200.00	1	0.00	NM	2	\$400.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--WT---					2	\$200.00		0.00			
N24	KSNV	10/14/12	10/14/12	Wake Up Early w/ Wagner	CM	430a-5a	-----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S					1	\$200.00		0.00			
													Totals	43	\$38,175.00